

## ABSTRACT

A credit system and method that enables users to purchase and earn credits that may be redeemed to purchase multimedia content transmitted to a client. The credit system and method enables permissive marketing in which third-parties to reward users with credits in exchange for the users performing a requested action. The credit system and method provide a method of rewarding credits that may be used by a user to purchase multimedia content delivered to a client. The method comprises providing a permissive marketing offer. The permissive marketing offer specifies a number of credits that the user will be rewarded for performance of a requested action. The method further comprises the user performing the requested action, validating performance of the requested action, and crediting a user account with the rewarded credits. The credits in the user account may be used by the user to purchase multimedia content.

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